



State of Arizona

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Governor Jan Brewer Celebrates Arizona Travel and Tourism Days

Proclamation Celebrates 30th Annual National Travel and Tourism Week in Arizona

PHOENIX – Governor Jan Brewer, in conjunction with the Arizona Office of Tourism, has proclaimed May 4-12, 2013, Arizona Travel and Tourism Days. The celebration – which coincides with the 30th annual National Travel and Tourism week – will recognize Arizona's tourism industry for the vital role it plays in the economic growth and stability of our state and nation.

"I am proud to honor an industry that is so crucial to Arizona's prosperity and vitality," said Governor Brewer. "Thanks to our beautiful landscapes, ideal climate and vibrant culture, our state remains a premier travel destination. The far-reaching economic impact of this dynamic industry makes travel and tourism a key component of the Arizona Comeback."

Travel and tourism industry serves as one of Arizona's key economic drivers, bringing millions of visitors to the State annually. In 2011, nearly 38 million global visitors experienced Arizona as a travel destination, spending \$18.3 billion throughout the State. On a daily basis, that equates to nearly \$51 million in contributions to the State economy. Arizona's tourism industry produces revenue in all 15 counties, totaling \$2.7 billion in local, state and federal tax revenues.

Additionally, the Arizona tourism industry employs more than 157,700 Arizona residents. Combined with the secondary employment that is generated, nearly 300,000 Arizona residents are impacted by this vibrant industry throughout the state. The Arizona Office of Tourism will release the 2012 Arizona tourism industry's economic impact and visitation data at the Governor's Conference on Tourism on July 11-12, 2013.

"Tourism is good business, because this is an industry that generates thousands of jobs, millions of dollars in earnings and billions of dollars in tax revenues for Arizonans," said Sherry Henry, Director of the Arizona Office of Tourism. "Additionally, Arizona tourism destinations often serve as a window to our state's quality of life, and open the door to many business and economic development opportunities that can only happen in Arizona."

Due to additional funding, the Arizona Office of Tourism has been able to expand efforts in the promotion of Arizona as a vibrant travel destination. Specifically, the State plans to fund new marketing programs, including: a national marketing effort; an initiative to capture emerging international visitor markets such as China and Brazil; and a rural Arizona cooperative marketing program designed to encourage visitors to travel throughout rural Arizona. Governor Brewer has recommended continuing the investment in tourism for FY 14, so that the industry remains a key producer of jobs, earnings and taxes for Arizona.

To discover all that Arizona has to offer, please visit arizonaguide.com. For more information on the Arizona Office of Tourism, visit azot.gov.

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